



Volume 13 – Issue 3
March 2007

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SBA's Monthly News Update

-Serving Colorado, Montana, North Dakota, South Dakota, Utah and Wyoming-

Newsline Eight is circulated to our resource and lending partners by SBA's Region Eight Office
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Regional Administrator's Update by Elton "Mick" Ringsak

Colorado District Director wins Women's Chamber of Commerce ATHENA Award.

The Colorado Women's Chamber of Commerce named Patricia Barela-Rivera its 2007 ATHENA Award recipient for the State of Colorado during its Annual ATHENA Awards luncheon in Denver on Tuesday, February 6th, 2007. Colorado Governor Bill Ritter made the opening comments, and Ms. Rivera was met with a standing ovation. As the Colorado District Director

committed to providing quality programs and information to the small partners, and the minority and is to assist small businesses in their key part of the state's economy. District Office has received several Administrator's Award for Excellence



the implementation of Patricia is responsible for and manages key economic and outreach programs customer-oriented, full service business community, lenders, resource women's communities. The main focus formation and growth in order to be a Under her direction the Colorado SBA national recognitions, such as "The for the Greatest Increase in Emerging Markets", and is instrumental in helping the Colorado District Office maintain its top 20 spot on the agency's performance SCORECARD. The ATHENA Award is presented annually to an individual who exemplifies excellence in her business or profession, services the community in a meaningful way, and assists women in developing their leadership potential.



"In Your Corner" by Jim Henderson, Small Business Advocate

Advocacy Saves Small Business \$7.2 Billion. The Office of Advocacy, the "small business watchdog" of the federal government, saved small business over \$7.2 billion in fiscal year 2006. By working with federal agencies to implement the Regulatory Flexibility Act (RFA) and Executive Order 13272, Advocacy ensured the voice of small business was heard in the regulatory process. That effort resulted in rules which met their regulatory goals while

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at the same time reduced the burden on small business compared to the original proposals. "The Office of Advocacy is proud to live up to its reputation as a fighter for American small business," said Chief Counsel for Advocacy Thomas M. Sullivan. "When the voice of small business is heard in the regulatory process better decisions are made and better rules are written. By working closely with small business owners, their representatives, and with federal agencies our staff showed that one-size-fits-all rules are not the best solution. Our cost savings show that many times original proposed rules can impose unintended costs on America's innovative, job-creating small businesses." The foregone regulatory cost savings for small business are outlined in Advocacy's *Report on the Regulatory Flexibility Act, FY 2006*. The report is Advocacy's 25th annual RFA report and it covers agency compliance from October 2005 through September 2006. Advocacy sent more than 40 public comment letters to federal agencies detailing concerns about proposed regulations. Quantifiable costs savings were achieved in 16 regulations in FY 2006. These interventions saved small business \$7.25 billion in first-year costs and \$117 million in annually recurring costs. A copy of the full report may be found on Advocacy's website at www.sba.gov/advo.

District Office Reports: Your SBA Event Planner

Colorado – Veterans Training Teleconference to be held Tuesday, March 13th. This free teleconference entitled "Financing Your Business" will be held from 8:00am until 10:00am MST. For Web and phone Access go to www.readytalk.com. The Toll-free Conference Phone Number is 1-866-740-1260 and the Access Code is 3081102. When you dial into the Readytalk system it will request the access code to enter the conference call. This tele-training will provide an Introduction to loan programs for veteran-owned businesses. For more information on this training, call the SBA's Jeanette Deherrera at 303-844-2607 X 226.

Montana – The SBA and SCORE have teamed up with Cherry Creek Radio Stations across Montana to conduct a workshop geared towards creating Top of Mind Awareness (TOMA) for small businesses. Nationally known speaker, John Craft, shares results of local surveys done in Billings, Butte, Great Falls, Helena, and the Missoula areas, that measure the "Top of Mind Awareness" levels of 37 local business categories to find out how businesses stacked up or ranked among their competition. The survey asked local consumers to name the first firm they thought of in specific business categories and ranks them according to name recognition. The workshop provides information on what consumers really think, tell how businesses ranked amongst competition, and discuss ways to improve their business image. Upcoming workshops include Missoula/Hamilton April 17-19 and Billings May 8-9. For more information contact the SBA's Rena Carlson at 406-441-1086.

North Dakota – During the month of March, SCORE and SBA will present Marketing Madness Seminars. Learn how to make your company a shining star with the help of strategic marketing tactics. On March 1 - *Nine Step Marketing Plan* and *ABC's of Advertising Budgeting*; March 8 - *Building a Better Brand*; March 15 - *Relationship Marketing: Growing Sales Organically*; March 22 - *Creating Effective Visual Ads*; March 29 - *Managing the Customer Experience* and *Marketing Bridge*:

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Make the Connection. Sessions take place every Thursday in March from 7:30 - 9:00am in the Job Service Great Plains Room, 1501 28th Avenue South, Grand Forks, North Dakota. To register contact SCORE at 701-746-5851

South Dakota – The Sioux Falls Procurement Committee will be presenting their annual conference "Discovering New Opportunities - Selling to the Government" on Wednesday, March 14 from 8:00 a.m. to 3:30 p.m. at USGS EROS. This conference will provide an introduction to doing business with the government, including information on certification requirements and GSA schedules. Individuals will also be given the opportunity to meet with buyers from local, state and federal government agencies. The cost for the conference is \$25 for one representative, \$20 for each additional representative and includes lunch and a tour of the facility. For more information and to register, call (605) 330-4243, Ext. 47 or email, lisa.claassen@sba.gov.

Utah – The Davis Chamber of Commerce will hold its annual Northern Utah Business and Economic Summit on Friday, March 16, 2007 from 7:00 am to 2:00 pm. This event will be held at the Weber State University Davis Campus and will feature Chris Bott, Grow Utah Ventures, Jason Perry, Executive Director of the Governors office of Economic Development, and Pete Ashdown, X-Mission. Stan Nakano and Steve Price from SBA's Utah District will give a presentation on SBA's lending programs in one of the break-out sessions provided for the participants. For more information regarding the Northern Utah Business and Economic Summit, please contact the Davis Chamber of Commerce at (801) 593-2200.



Wyoming – Steve Lobdell name Wyoming District Office employee of the year. Last month, Mick Ringsak announced that Steve Lobdell was selected as the 2006 Wyoming District Office employee of the year. Steve is the District Counsel in the Wyoming office. He has been invaluable to the staff and region as a consultant on a variety of different issues facing SBA. In addition to his work for the

Wyoming District Office, he willingly took on work from other offices and continues to provide legal services for the North Dakota District Office he has also provided support for the Denver District Office by reviewing all 504 Environmental Reviews and Franchise Reviews. Steve was the point person for the RegFair program in Wyoming, in addition to, training lenders during the year. He provided ReadyTalk training on upcoming changes in environmental investigations to CDCs in Colorado, Wyoming and North Dakota. He also provided training to North Dakota Lenders on how to avoid repairs and denials of their SBA Guarantees. Steve has done a great job for the office and region this year and deserves recognition as the district employee of the year. Congratulations from all of us in the Region Eight Office!

If you have any questions about Newsline Eight or would like your name removed from the Newsline VIII Fax list, contact Chris Chavez at (303) 844-0501 or christopher.chavez@sba.gov
SBA's Website can be found at www.sba.gov

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